

## WHAT IS CLAIMED IS:

1. A system for personalizing and delivering insurance or financial services-related content to a user, comprising:

a filtering module associated with an engine for determining information about the user, and for personalizing and delivering the insurance or financial services-related content based on the information about the user, the engine being accessible to the user over a communications network; and

an administration module associated with the engine for inputting, updating and accessing information about the user and the insurance or financial services-related content available to the user, the administration module being accessible to an administrator of the system via an administration interface.

2. The system of claim 1 wherein the insurance or financial services-related content is delivered to the user over the communications network.

3. The system of claim 2 wherein the insurance or financial services-related content is delivered in PDF format.

4. The system of claim 2 wherein the insurance or financial services-related content delivered to the user is located at a URL address.

5. The system of claim 1 wherein the insurance or financial services-related content is delivered to the user via mail delivery means.

6. The system of claim 5 wherein the mail delivery means comprises the United States Postal Service.

7. The system of claim 5 wherein the mail delivery means comprises express delivery service.

8. The system of claim 1 wherein the administration interface further comprises scanning means for uploading insurance or financial services-related information.

9. The system of claim 1 wherein the information about the user and the insurance or financial services-related content are stored in a database.

10. The system of claim 1 wherein the information about the user comprises the user's identity.

5 11. The system of claim 1 wherein the information about the user comprises log-in information such as user name and password.

12. The system of claim 1 wherein the insurance or financial services-related content comprises information about insurance products and services available to the user.

10 13. The system of claim 1 wherein the insurance or financial services-related content comprises literature about insurance products and services available to the user.

14. The system of claim 1 wherein the communications network comprises the Internet.

15 15. A method for personalizing delivery of insurance or financial services-related content to a user, comprising the steps of:

determining information about the user using a filter module associated with an engine, the engine being accessible by the user over a communications network;

20 personalizing the insurance or financial services-related content based on the information about the user; and

delivering the insurance or financial services-related content to the user.

16. The method of claim 15 wherein the insurance or financial services-related content is delivered to the user over the communications network.

25 17. The method of claim 15 wherein the insurance or financial services-related content is delivered to the user via mail delivery means.

18. The method of claim 15 wherein delivering the insurance or financial services-related content comprises transferring the user to a URL address containing the insurance or financial services-related content.

19. The method of claim 15 wherein the information about the user comprises the user's identity.

20. The method of claim 19 wherein the user's identity is automatically determined upon the user accessing the filter module.

21. The method of claim 19 where the user's identity is determined based on the user's username and password.

22. The method of claim 15 wherein the insurance or financial services-related content comprises information about insurance products and services available to the user.

23. The method of claim 20 wherein the insurance or financial services-related content comprises literature relating to products and services available to the user.

24. The method of claim 20 wherein the information about the user is stored in a database.

25. A method for a user to obtain personalized insurance or financial services-related content, comprising:

accessing a filter module associated with an engine for determining information about the user, and for personalizing the insurance or financial services-related content based on information about the user, the engine being accessible to the user of a communications network; and

receiving the insurance or financial services-related content.

26. The method of claim 25 wherein the insurance or financial services-related content is received over the communications network.

27. The method of claim 25 wherein the insurance or financial services-related content is received via mail delivery means.